OFFICE PRODUCTIVITY AND INFORMATION MANAGEMENT

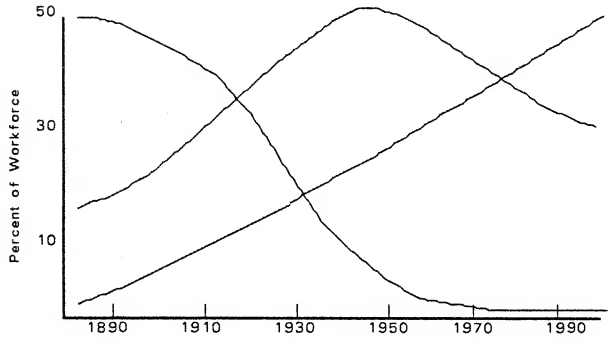
The changing structure of the American workforce in recent years has resulted in a decline in agricultural workers, the peaking of those engaged in manufacturing and significant growth of those involved with administration. Note also that capital investment among administrative workers significantly trails the farm and industrial workforce.

Consequently, information management, the principal activity of the administrative workforces, represents a major opportunity for improvements in efficiency.

More and more electronics are being used to make more timely the storage, handling and transmission of information. And yet when this information is used in the conduct of everyday activities, other qualities affect usefulness and efficiencies:

* Organization and formatting of data
* Quality and clarity of printing
* Usefulness in original form
* Compactness and standardization of paper size
* Customization of data presentation without extra handling steps

The Xerox line of products helps you improve administrative productivity by providing advanced concepts of information management.



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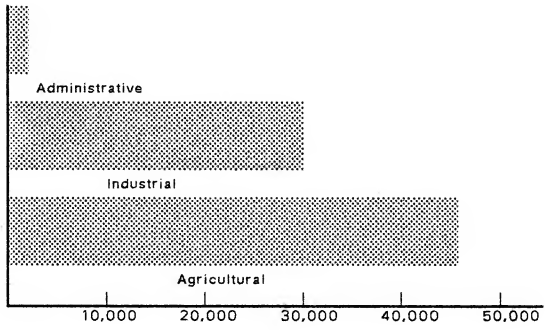

Capital Equipment per Worker

The powerful and versatile, high-speed Xerox 9700 Electronic Printing System converts information directly from the computer into useful,customized, high quality reports without extra steps. Little modification to your current data processing activities is needed.

Enormously productive as a computer output printer at two pages per second, the 9700 also has the modularity of design and advanced software concepts that can make it an important element in your future information management system. Close examination of its total capabilities reveals a system that can address your data processing output requirements. It can also provide a powerful tool in administration, word processing and printing applications throughout your organization

We offer you the productivity challenge. Envision the possibilities. Imagine what new approaches the Xerox capability in electronic printing can bring to your information management systems. Then sit down with your Xerox Printing Systems Division representative for a really productive visit.

for immediate RELEASE

March 3, 1980

Office Automation System
Introduced by Artel Corporation

An office workstation designed to be the heart of an office automation system has been introduced by Artel Corporation, Palo Alto, California.

The Series 1000 Office Workstation, based on a 16-bit microprocessor, combines word processing, data processing, and data communication capabilities. In addition, a program development software system is available that makes it possible to use the workstation itself to produce specific applications.

The system was introduced at the NCC Office Automation Conference in Atlanta March 3. Twenty-five units are undergoing field testing by typical customers at offices in the U.S. and Canada. First customer shipment is scheduled for July.

The Series 1000 is the cornerstone of Artel's office system. Other elements of Artel's office system will provide central mass storage, central communication control, and central system control for large distributed-processing networks.

According to Artel President Arthur W. Odell, the system is aimed at office automation rather than data processing

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According to Artel President Arthur W. Odell, the system is aimed at office automation, rather than data processing, applications.

"We started by designing an office automation system," Odell said. "When we knew what the overall system looked like, we chose the most logical element to design first -- the Series 1000.

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Palo Alto, California 94303
(415) 967-3420

"But even though the Series 1000 was designed to be part of a cluster or network of office automation products, it can be productive immediately as a stand-alone unit."

The standard system includes a console with 15-inch CRT; detached keyboard; and two single-side, double-density 8-inch floppy disk drives housed in a separate cabinet. In addition to the CRT, the console houses the system's 16-bit CPU, I/O and communication controllers, and 64 kbytes of memory.

It can be expanded to include up to 832 kbytes of RAM; one or

two fixed-disk modules, for a total of 250 Mbytes of fixed-disk storage; and up to 8 flexible-disk drives, for a total of 4 Mbytes of flexible-disk storage.

The system uses multiple microprocessors to control the disk storage system, printers, communication, and other peripherals. With this design, many system functions can take place simultaneously without tying up the CPU.

The Series 1000 is designed around Intel's Multibus™, so peripherals manufactured by more than 50 other companies can be used with the system.

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"When we designed the system," Odell said, "we knew that our biggest and most immediate opportunity for improving office efficiency was in combining word processing and data processing capabilities as a bridge into full office automation. So we designed extensive word processing capabilities into the system. That way, without having to buy any other hardware or software, a company can immediately realize a big improvement in productivity."

All word processing operations are presented in menus, and all functions are controlled by dedicated function keys, so the

operator does not have to learn any special codes or control sequences. The 56-key keyboard physically matches an IBM Selectric® keyboard. It is attached to the console by a coiled cord, so the operator can position it for maximum comfort.

The 15-inch (diagonal measure) screen displays 39 lines of 96 characters. Horizontal scrolling allows lines of up to 256 characters to be entered.

In addition to its end-user features, the Series 1000 is also designed for program development. The operating system includes a Pascal compiler, B-tree file system, text editor, and utilities for file manipulation.

"We plan to market primarily to independent sales organizations and service bureaus," Odell said, "so we wanted to make it easy for them to develop software right on the system they'll be selling."

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Odell said Artel will sell directly to some large end users, but that the main sales effort would be through independent sales organizations.

"We're talking to distributors here and in other countries now, and we want to talk to more in the next couple of months. We're looking for companies that can give their customers solid support, especially when it comes to integrating various office functions into a single system."

Artel's major stockholder is Alphatext Limited, an affiliate of Shell Canada Limited. Alphatext is a multi-divisional full-service office automation company.

For further information, contact:
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Artel Corporation
3941 East Bayshore
Palo Alto, CA 94303
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TRANSBORDER DATA FLOWS:
Concerns in Privacy Protection and Free Flow of Information

Report of the AFIPS Panel on Transborder Data Flow - In Brief

Volume I focuses on transborder flows of data intended for processing and storage in automated data processing (ADP) systems, with special emphasis on personal data and individuals, as prepared by the Panel under the chairmanship of Professor Rein Turn of California State University-Northridge. The volume "strives to identify and illuminate the basic issues giving rise to and affecting the international debate over TDF." The intent is to provide an overview of the principal issues and their interrelationships, and then to more fully discuss some of the prominent subissues. Specifically, the volume outlines the global context out of which the TDF debate and issues occur, including political, cultural and economic concerns arising from unbalanced data flows among countries. Three interrelated policy trends which embody present international reactions are discussed. The principal types of organizations which are dependent upon TDF in their operations are described and the development and potential effects on TDF of data privacy and data protection laws country-by-country are examined. Also considered are issues in extending privacy protection requirements to cover legal persons; in compliance; and in enforcement. The conclusion reviews several non-privacy related motives that various countries may have for restricting TDF and methods they might employ.

Volume II contains officially approved English translations of the privacy (data protection) laws of member countries of the Organization for Economic Cooperation and Development (OECD), as well as a comprehensive bibliography by Eric J. Novotny, presently Manager, Policy Analysis, Communications Satellite Corporation, Washington, DC. Volume II also contains supporting materials in the area including texts of the early Council of Europe resolutions, the draft convention on privacy protection, and the June, 1979 OECD draft guidelines.

*** MORE ***

About 25 members of AFIPS constituent societies were invited to serve on the Panel. It was established in January, 1978 to respond to requests for comments on position papers and proposals developed by federal agencies dealing with the growing international controversy over the possibility of governmental restrictions which could be placed on transfers of automated data for processing and storage in foreign computer systems. The panel members were Dr. Rein Turn, Chairman, California State University, Northridge, CA; Dr. Philip A. Tenkhoff, Vice-Chairman, Network Communications International, Olympia, WA; Roger N. Allen, Computer Sciences Corporation, El Segundo, CA; Anne Wells Branscomb, Esq., Armonk, NY; Prof. George I. Davida, University of Wisconsin, Milwaukee, WI; Arthur T. Downey, Esq., Sutherland, Asbill & Brennan, Wash., DC; John M. Eger, Esq., Lamb, Halleck & Keats, Wash., DC; Dr. Philip H. Enslow, Georgia Institute of Technology, Atlanta, GA; Dr. Herbert R. J. Grosch, Sunnyvale, CA; Prof. A. A. J. Hoffman, The George Washington University, Wash., DC; Edith Holmes, Business Week, Wash., DC; Eric J. Novotny, Communications Satellite Corp., Wash., DC; John W. Nuxall, Peat, Marwick, Mitchell & Co., New York, NY; Susan H. Nycum, Esq., Chickering & Gregory, San Francisco, CA; Angeline Pantages, Gartner Group, Greenwich, CT; David M. Rappaport, Arthur Andersen & Co., Chicago, IL; Dr. A. Hood Roberts, American University, Wash., DC; Alexander D. Roth, Esq., AFIPS Washington Activities Office, Arlington, VA; Prof. Edgar H. Sibley, University of Maryland, College Park, MD; Dr. Willis H. Ware, The Rand Corp., Santa Monica, CA; Judith A. Werdel, National Academy of Sciences, Wash., DC; Richard G. Canning, Advisor, Canning Publications, Vista, CA; Prof. C. C. Gotlieb, Advisor, University of Toronto, Ontario, Canada; Dr. Carl Hammer, Advisor, Univac Federal Systems, Wash., DC.

Volumes I ($15) and II ($25) will be available from AFIPS Press in March, 1980. Orders not accompanied by payment will be charged $3.00 for postage and handling.

-- 2/13/80